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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/627,870	07/28/2000	David H. Sprogis	5014	2817

7590 12/28/2004

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EXAMINER

MYHRE, JAMES W

ART UNIT PAPER NUMBER

3622

DATE MAILED: 12/28/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Interview Summary	Application No. 09/627,870	Applicant(s) SPROGIS, DAVID H.	
	Examiner James W Myhre	Art Unit 3622	

All participants (applicant, applicant's representative, PTO personnel):

- (1) James W Myhre. (3) _____
 (2) William E. Hilton. (4) _____

Date of Interview: 16 December 2004.

Type: a) ☒ Telephonic b) ☐ Video Conference
 c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No.
 If Yes, brief description: _____

Claim(s) discussed: 27.

Identification of prior art discussed: Rabowsky (6,141,530).

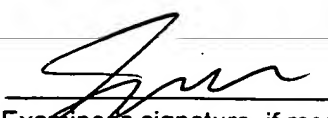
Agreement with respect to the claims f) ☒ was reached. g) ☐ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.


 Examiner's signature, if required

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The Applicant representative discussed the invention and how it differed from the invention of Rabowsky. Particularly noted was that the present invention selected the appropriate advertisement for each showing of a movie. It was agreed to clarify this feature in the new independent claim and to change the wording "first showing" and "second showing" in the claims to "each showing" or some similar terminology in order to differentiate the term from the initial 'first run' showing of a movie in several of the dependent claims. The Examiner agreed to review the finality of the previous office action once the application has been converted to electronic format so as to allow access to the prior action of the previous examiner..